

# ABSTRACT

Systems and methods are provided to associate a transferable item price with a first consumer and to determine that a second consumer is entitled to purchase an item in exchange for payment of an amount based on the transferable item price. In one embodiment, the first consumer arranges to purchase an item at a first price. The merchant transmits a transferable item price code to the first consumer. The first consumer sends the transferable item price code to the second consumer, such as by including the transferable item price code in an e-mail message. The second consumer transmits the transferable item price code to the merchant to establish that he or she is entitled to purchase the item at the first price.

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